

Public Health Orientation Manual:

A KHF/KPHA Project

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**KANSAS
PUBLIC
HEALTH
ASSOCIATION, INC.**

KPHA Project Title:

Building Public Support for Public Health
Public Health Orientatation Manual

Funded by Kansas Health Foundation

Chaired by KPHA Board Member
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ABOUT

The Kansas Public Health Association

www.kpha.us

**KANSAS
PUBLIC
HEALTH**
ASSOCIATION, INC.

Welcome to the Kansas Public Health Association, Inc.
Kansas' leading public health advocacy organization

An affiliate of the American Public Health Association, Inc.

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KPHA

The Kansas Public Health Association (KPHA) is the oldest and largest organization of public health professionals in the state, representing more than 600 members from over 50 health occupations/professions.

KPHA brings together researchers, health service providers, administrators, teachers, and other health workers in a unique, multidisciplinary environment of professional exchange, study, and action.

KPHA is concerned with a broad set of issues affecting personal and environmental health, including federal and state funding for health programs, pollution control, programs and policies related to chronic and infectious diseases, a smoke-free society, and professional education in public health.

Mission: (Established by Dr. Samuel Crumbine in 1920-who became a national leader from Dodge City, Kansas)

To serve as the primary, unifying organization promoting improvement in the health of Kansans and in public health practice.

Strategy: The Association is driven by its desire to support society's interest in assuring that conditions in which people can be healthy are appropriate. It is to provide leadership for public health professionals and others, encouraging them to improve the health of Kansans by promoting public health's core values.

Relationships with Government and Non-Governmental Organizations

170 ORGANIZATIONS 628 MEMBERS from:

- ❑ Nearly all 105 Local Health Departments
- ❑ Kansas Department of Health and Environment
- ❑ Foundations: Kansas Health Foundation, Sunflower Foundation
- ❑ NGOs such as Am Lung Assoc, KS Nurses Assoc., KS Assoc. Local Health Depts., Tobacco Free KS, etc
- ❑ All major universities: Univ. Kansas, Kansas State, Wichita State, etc
- ❑ Other state agencies including Social and Rehab Services, Aging, Medicaid
- ❑ Others – hospitals, school districts, YMCA

Member Organizations:

- 1st National Bank
 - American Lung Association of KS
 - Barber County Health Department
 - Barton County Health Department
 - Brown Co HEALTH DEPT.
 - Butler County Health Dept.
 - Central Kansas Foundation
 - Chautauqua County Health Dept.
 - Cherokee County Health Dept.
 - Cheyenne Co HEALTH DEPT.
 - City-Cowley County Health Dept.
 - Clark County Health Dept.
 - Clay Co HEALTH DEPT.
 - Cloud Co HEALTH DEPT.
 - Coffey Co HEALTH DEPT.
 - Community Health Charities
 - COW Child Care Lic & Reg
 - Crawford County Health Dept.
 - Decatur Co Health Dept.
 - Dickinson County Health Dept.
 - Doniphan Co Health Dept.
 - DG Co Community Health Improvement
 - Douglas Co Health Dept.
 - Edwards Co Health Dept.
 - Elk Co HEALTH DEPT
 - Ellsworth Co HEALTH DEPT.
 - EnVisage
 - Finney Co HEALTH DEPT.
 - Flint Hills Community Health Ctr/Lyon Co
 - Ford County Health Dept.
 - Franklin Co HEALTH DEPT.
 - Gerontology Center
 - Gove Co HEALTH DEPT.
 - Graham Co HEALTH DEPT.
 - Grant Co HEALTH DEPT.
 - Gray County Health Dept.
 - Greenwood County Health Dept
 - Hamilton Co HEALTH DEPT.
 - Harper County Health Dept.
 - Harris Healthcare, LLC
 - Harvey County Health Dept.
 - Haskell County Health Dept.
 - Hodgeman Co HEALTH DEPT.
 - JCCC, State of Kansas
 - Jefferson Co HEALTH DEPT.
 - Jewell Co HEALTH DEPT.
 - Johnson Co, KS Government
 - Johnson County Community College
 - Johnson County Health Department
 - Junction City Geary Co HEALTH DEPT.
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- Kansas Academy of Family Physicians
- Kansas Assn for the Medically Underserved
- Kansas Assn of Local HEALTH DEPT.'s
- KC University of Medicine and Biosciences
- Kansas Coordinated School Health
- Kansas Foundation for Medical Care
- Kansas Head Start Association
- Kansas Health Foundation
- Kansas Health Institute
- Kansas Hospital Assn.
- Kansas Nutrition Network
- Kansas State Nurses Association
- Kansas State University
- KC Healthy Start
- KDH&E
- Kingman Co HEALTH DEPT.
- Kiowa Co HEALTH DEPT.
- Kiowa District Hospital
- K-State Research and Extension
- KSU Community Health Institute
- KU Medical Center
- KU RTC/IL
- KU School of Medicine-Wichita
- KU School of Social Welfare
- KU-CRL

- KUMC - Development Disabilities Center
- KUMC Dept of Preventive Med & PH
- KUMC-Wichita
- KUSM-W
- KUSM-W Preventive Med & Public Health
- KU-Wichita MPH Student
- Labette Co HEALTH DEPT.
- Lane Co HEALTH DEPT.
- Lawrence-Douglas Co HEALTH DEPT.
- Leavenworth Co HEALTH DEPT.
- Lifestyles LLC
- Lincoln Co HEALTH DEPT.
- Logan Co HEALTH DEPT.
- Marion Co HEALTH DEPT.
- Marshall County Health Dept.
- Master of Public Health-KUMC Wichita
- McPherson County Health Dept.
- Meade Co HEALTH DEPT.
- MGP, Inc.
- Midland Care Connection
- Mitchell Co HEALTH DEPT.
- Montgomery County Health Dept.
- Morris County HEALTH DEPT.
- MPH Student - KUMC
- NEK Multi County Health Dept.

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- Newman University
 - North Ctral Regional Planning Commission
 - Oral Health Kansas
 - Osage County Health Dept.
 - Osborne Co HEALTH DEPT.
 - PA/HSMCO Wichita State University
 - Pawnee County Health Dept.
 - Pharmaceutical Research Mfg of America
 - Phillips Co HEALTH DEPT.
 - Phillips County LEPC
 - Pottawatomie Co HEALTH DEPT.
 - Regional Prevention Center
 - Reno County Health Dept.
 - Republic County Health Dept.
 - Riley Co-Manhattan HEALTH DEPT.
 - Rooks Co HEALTH DEPT.
 - Russell Co HEALTH DEPT.
 - Salina-Saline County Health Dept.
 - Sedgwick Co Dept on Aging/Central Plains Area Agency on Aging
 - Sedgwick County Health Dept.
 - SEK-Multi Co HEALTH DEPT.
 - Shawnee County Health Dept.
 - Smith Co HEALTH DEPT.
 - South Dakota State Univ College of Nursing
 - Southwest Kansas Health Initiative
 - SRS - Head Start State Collaboration Office
 - Stanton County Health Dept.
 - State of Kansas-Dept. on Aging
 - Seward County Health Dept.
 - Stevens Co HEALTH DEPT.
 - Stormont-Vail Health Care
 - Sumner County Health Dept.
 - Sunflower Foundation
 - Tobacco Free Kansas Coalition
 - Trego County Health Department
 - United Methodist Mex American Ministries
 - University of Kansas
 - University of Montana
 - University of Nebraska Medical Center
 - Via Christi Occupational Medicine
 - Via Christi Regional Medical Center
 - VRMC
 - Wabaunsee County Health Dept.
 - Wallace Co HEALTH DEPT.
 - Washburn University
 - Washington County Health Dept.
 - West Central Public Health Initiative
 - Wichita State State University
 - Wilson Co HEALTH DEPT.
 - Wyandotte County Health Dept.
 - YMCA
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KPHA's Efforts:

Objectives:

- 1.Improve Kansans' knowledge of priority public health issues and KPHA
- 2.Work with other organization partners to increase policy impact
- 3.Strengthen position of public health with Kansas Legislature

Through:

Education

Information Sharing

Networking

Promoting health jobs

Being a Professional Home

Working with National

Legislative Activities

Specific Health Areas

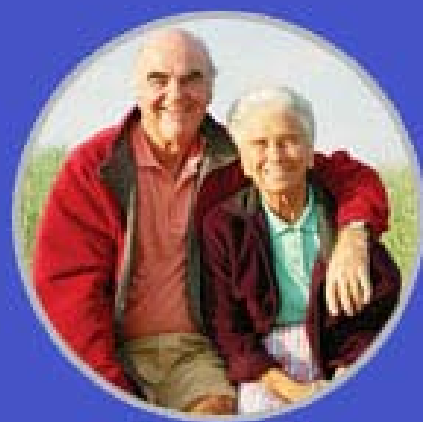
Many Collaborative Activities

- Annual Conference (over 300 attendees)
 - Poster sessions, award offer forum for partner activities/achievements
- Spring Training – collaborating with KDHE
- Kansas Public Health Leadership Institute – founded by University of Kansas, Wichita
- Member of many committees and task forces

AND

- HEALTH ADVOCACY
-

Healthy People Build Strong Communities



Inside Public Health In Kansas

-
- **Grants: Sunflower Foundation, we will be providing Sustainability Training (how to keep a project going after it ends, and Advocacy Training (how to be effective and ongoing)**
 - **VISTA program, we will be receiving 8 vistas to help expand our educational efforts with our Sections, and with County Health**
-

KPHA Membership is Divided into Nine Health Sections

- 1. Administrative
 - 2. Child/Family & Community Health
 - 3. Emergency Preparedness
 - 4. Environmental Health
 - 5. Infectious Disease
 - 6. Oral Health
 - 7. Research and Evaluation
 - 8. Students
 - 9. Tobacco, Substance Use & Mental Health
-

■KPHA Leadership meets regularly with Health Leaders of the State—Secretary of KDHE, and the PHSG—Public Health Systems Group

■KPHA Maintains the Public Health Statutes and Regulations book

■KPHA maintains professional website, “Day in the Life of Public Health” video and other features

KPHA participates in many “health in Kansas” activities

- Healthy Kansans 2010- steering committee
 - BRFSS-Behavioral Risk Factor Surveillance System
 - IKK Immunize Kansas Kids
 - KDHE Spring Conference-Governor's Conference
 - Health Director Selection Committee
 - APHA activities—Advocacy, Kellogg Grant
 - KPHLI Fellows and Mentors
-

Formed Alliance for Health Advocates

- AHA- Kansas
 - 35 Organizations participated:
 - ❑ KS Hospital Assn, KS Nurses Assn, KU, KS Foundation for Medical Care, Kansas Assn Medically Underserved, Tobacco Free Kansas, American Lung, etc.
 - Weekly meeting of advocates during legislative session to track, act on legislation such as:
 - ❑ Breast feeding bill
 - ❑ Hospital campus smoking ban
 - ❑ Medicaid fraud
 - ❑ Whistleblower protection
-

3rd Annual Health Day at Capital

- Over 30 displays from multiple partners in Capital Rotunda, plus
 - ❑ Health screenings
 - ❑ Luncheon for Legislators
 - ❑ Fitness Challenge for Legislators
 - ❑ Walking the Halls with Handouts
-

Promoting Health Reform in Kansas

“Kansas Health Policy Authority”

Testimony of KPHA members at 5 Town Hall Meetings

KPHA is the only one representing Public Health on the KHPA Provider Council

Guiding Principles of Authority:

- *Access to Care*
- *Quality and Efficiency in Health*
- *Affordable and Sustainable Health*
- *Promoting Health and Wellness*
- *Stewardship*
- *Education and Engagement of the Public*

"KHPA shall develop and maintain a coordinated health policy agenda that combines the effective purchasing and administration of health care with promotion oriented public health strategies."

Public Health – A Common Language (KHF planning grant)

The University of Kansas School of Medicine – Wichita
Department of Preventive Medicine and Public Health
The Workforce and Leadership
Development (WALD)
Center

Final Report April 2006

- Amy Chesser, MAC
 - Carolyn Synovitz, MD, MPH
 - Craig Molgaard, PhD, MPH
-

METHODS

The Workforce and Leadership Development staff of the University of Kansas School of Medicine–Wichita conducted two Steering Committee Meetings with members from the public health work force throughout the state. The facilitator probed for common themes as well as outliers to build consensus strategies for dissemination of a common definition of public health to improve training and education throughout the state. A survey instrument was created and distributed to the public health work force. Data from the respondents was compiled and analyzed to tabulate results including assessment of the issues related to creating a common language in public health and demographic responses. Two telephone conference call focus groups were conducted among ten participants from the public health work force across the state of Kansas during the month of March, 2006.

Strategies Identified

- 1. Convene the Steering Committee Members once a quarter for one year.**
- 2. Convene top leaders from the appropriate public health organizations to receive buy-in of a common definition of public health and common language for the public health work force (e-mail, Directors meetings, and institutional practices).**
- 3. Disseminate the common definition/language of public health throughout professional organizations in journals, newsletters and at conferences.**
- 4. Create a “Public Health Defined – 101” course for new hires.**
- 5. Incorporate the language into New Employee Orientation throughout various organizations (this includes adding the language to the evaluation forms and restating the essential services).**
- 6. Reach rural public health workers through video conferencing, CDs and web-based training and education.**
- 7. Explore opportunities for a public health work force recognition program.**

Strategy chosen by KHF for KPHA

Incorporate the language into a New Employee Orientation Manual throughout various agencies and organizations but to start first with the orientation manual being disseminated to the local health departments building upon and enhancing the results of the KHF project with KALHD on messaging with state and local leaders

Project Information

Vision

- The Kansas Public Health Workforce will have a common voice in defining the meaning of Public Health.

Mission

- This project will develop and disseminate a Public Health orientation manual for local public health department employees. Training will be provided on the use of the manual. In order to create such a manual a common definition of “public health” will be formulated for educating the public health workforce in order for all to speak with a common understanding and appreciation of the importance of all public health roles.

Strategies, Objectives and Action Steps

- In the planning stage of this project, during the Public Health – A Common Language Planning grant, strategies were determined as to how to accomplish the creation of a common language for public health. Many meetings were held with stakeholders during and after the planning grant to determine the next steps in developing the common language. KPHA continued receiving input through conference sessions and discussions with sister association, KALHD, Kansas Association of Local Health Departments to work together with projects around messaging and language. Among the seven approaches that were determined the best in the planning grant, the orientation manual was chosen by KHF to begin the work in successfully ensuring that the public health workforce would all communicate the same messages as to the importance of the public health system in Kansas in the everyday life of every Kansan.
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Public Health Orientation Manual

THE BIG PICTURE

Manual Use for Public Health Departments

- New/existing staff can learn about what public health is in Kansas
 - Provides a historical perspective on public health
 - Describes overall core functions and standards of public health
 - Provides statewide resources
 - A starting point for a common language
-

Manual = Common Language for Public Health

Development of an Orientation Manual for Local Public Health Employees Strategies:

Strategy One:

- Determine the materials and information already available for defining public health.
- *Objective:*
- By the end of February, a review of these materials will be made and recommendations will be given to KHF as to materials that will be chosen to create the employee orientation manual.

Strategy Two:

- A Public Health Orientation Task Force, representing directors, department heads, and clerical staff within public health departments, will be convened.
 - *Objective:*
 - By the end of March this group will be formed. Their work will be to begin determining the design, outline, and layout for the manual. This will be done in order to ensure that the manual will be accepted and used by the county health departments when it is completed
-

Strategy Three:

- Another task force with members from the appropriate public health organizations will be established to create and receive buy-in of a common definition of public health for the public health work force.
- *Objectives:*
- This group will include some of the members of the KPHA Board of Directors, the Public Health Workforce Group, and the Public Health Systems Group with the intent to identify a “common definition” of public health for the manual that is capable of becoming commonly understood by all levels of public health workers

Strategy Four:

- Following the research and the two task forces completion of work, a draft manual will be created.
 - *Objectives:*
 - To create a template to incorporate the language chosen into New Employee Orientation throughout local public health department employees
-

Strategy Five

- Determine modalities to be used in the dissemination of the manual
- *Objectives:*
- Identify sources in which the manual could be distributed and accessed by public health departments in order to optimize its acceptance and use.

Strategy Six

- Disseminate the manual in broad based methods
 - *Objectives:*
 - By the end of December 2007 the manual will be widely available to public health departments through various methods such as web-based access, printed manuals and train-the trainer sessions to teach public health work force members, and instruct the use of the new orientation manual.
-

Workgroup Questions from the Fall Conference Session

Workgroup Questions:

- **What information do we absolutely need in the orientation manual about Public Health?**
 - **What additional information about Public Health would you like to see in the manual?**
-

Some of the Answers:

Absolutely necessary information:

- Mission statement that all employees take seriously, so that our service delivery reflects that.
- Core functions of public health and some mention of competency expectations.
- State and national organizations—ways to increase involvement-Working together—all levels
- Basic Funding info: foundations, government, etc. why, what is their interest
- Look at health dept structures and how frontier vs. large counties operate
- Regional Coordinators
- Educational opportunities
- Acronym explanations -Regional Coordinators
- Community resources
- Define own scope of service delivery be aware of our partners services
- Glossary terms-Important websites/numbers
- Government Authority—Regulations—descriptive, restrictive, program-Understanding of core functions
- Use the p words, protect, promote, prevent
- Build into hiring process—orienting new employee-
- Collaboration with businesses and economic impact PH has on it
- Stress that healthy communities are vital to the community's operation
- Definitions, who are public health employees and what are their roles
- Organization chart of who ph is-Show how everyone is connected and that everyone is

Additional Information if possible:

- History and legacy of public health and changes. Awareness of change and visionary thinking—formal involvement
 - Statewide benchmarks/goals—how we've done over time
 - PH Services are for all regardless of gender, race, income level, etc.
 - Basic fact sheet of each local health department in the state
 - Implementation guide
 - Individualization, role specific
 - Electronic format to access links for further instruction/education “See Product Board”
 - Difference between lobbying and advocacy
 - Demonstrate inclusion of multi-level employees in PH
 - PH paradigm—how to work on Coalitions, not solo
 - creative advertising for recruitment of workforce and marketing for Public Health image
 - Brief 5-6 pages to meet with employee specific orientation
-

Current Activity:

■ Task Force Includes:

- **Barbara Mitchell, Chair Johnson County Health Department**
- Eldonna Chesnut Johnson County Health Department
- Heather Henke Barber County Health Department
- Martha Froetschner Shawnee County Health Department
- Earlene Stover Reno Health Department
- Jamie Klenklen KDHE
- Paula Rowden Stevens County Health Department
- Janis Bird KDHE
- Diana Rice Edwards County Health Department
- Lori Wood Edwards County Health Department
- Cindy Mullen West Central Public Health Initiative
- Linda Frazier KDHE
- Judy Schwieterman Hamilton County Health Department
- Irv Cohen, MD- knows PH history—KU
- Kim Brown Kansas Foundation for Medical Care
- Ladona Reinert Lincoln County Health Department
- Judy Larsen Lincoln County Health Department
- Gina Frack Norton County Health Department
- Tamra Noyes Mitchell County Health Department

Research for Materials includes Local, State, and National resources

- Local Health Departments orientation materials
 - State Health Department orientation materials, including Kansas
 - National associations=APHA, NACHO, etc
 - Schools of Public Health
 - State public health association materials
-

We continue to receive an abundance of information to review. Some of this information includes:

- Mitchel A. Rosen, Director, Office of Public Health Practice UMDNJ-School of Public Health—online course in public health orientation
 - Allison Foster, Association of Schools of Public Health
<http://www.whatispublichealth.org/>
 - Dudley J. Conner, Executive Director, Kentucky Public Health Association, on-line orientation of public health in Kentucky www.kpha-ky.org
 - New Hampshire Public Health Association, What is Public Health Fact Sheet
 - Rita Parris, Public Health Association of Nebraska on-line orientation for health directors
<http://www.publichealthne.org/salboh.htm>
 - Jeff Stohl, Colorado Department of Public Health & Environment
<http://www.cdphe.state.co.us/oll/intro/index.html>
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- Lynelle Paro, Administrative Office Support Assistant, Division of Community and Public Health, Center for Local Public Health Services, Missouri Dept of Health and Senior Services, Orientation Manual for Public Health at <http://www.dhss.mo.gov/LPHA/PHWorks/PublicHealthWorks.pdf>
 - Linda Frazier, KDHE, Public Health Nursing Orientation Manual at <http://www.kdheks.gov/olrh/download/PHNResourceGuidebook.pdf>
 - The University of Illinois School of Public Health orientation at <http://www.uic.edu/sph/prepare/> (web based training) and What is Public Health at <http://www.uic.edu/sph/prepare/courses/ph410/resources/ephs.pdf>
 - Saskia Janes, Maine Public Health Association recommended NCSL's [Building Blocks: An Orientation to Health Policy for State Legislators, Frequently Asked Questions](#) book from their online bookstore: This set of briefing papers on important health policy topics-access, health economics, insurance and managed care, long-term care, Medicaid, mental health, prescription drugs, public health, health care quality, SCHIP, substance abuse and the health care workforce-provides an orientation to the fundamentals of state health policy.
 - Michelle W. Cravetz, NYNJ Public Health Training Center at <http://www.nynj-phtc.org> web-based training
-

Kentucky slide show includes this slide:

Functions of a Board:

(1) A Governing Board Shall:

(A) Assure That the Services Provided Meet the Needs of the Local Citizenry, to Protect and Promote Public Health;

(B) Establish Priorities and Objectives For:

1. Service Delivery, Considering Federal and State Disease Prevention Health Promotion Objectives; And

2. Specific Health and Safety Needs of the Community; And

3. Resources of the Agency.

(C) Assure That Financial Controls and Program Evaluation Measures Are Ongoing to Facilitate Effective and Efficient Agency Services and Operations;

(D) Interview and Hire an Agency Director in Accordance With 902 Kar 8:040 Through 902 Kar 8:140;

(E) Communicate Board Policies and Priorities to the Agency Director;

(F) Evaluate the Performance of the Agency Director; And

(G) Review Information and Data Provided by the Agency Director to Assess the Effectiveness and Efficiency of the Agency in Complying With Federal and State Public Health Laws, Regulations, and Board Policies.



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NATIONAL
ASSOCIATION OF
COUNTY & CITY
HEALTH OFFICIALS

Government + Private Sector = Public Health System





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Public health
is preparing for
whatever comes next.

Task Force determines content:

It was decided that the manual should have the following structure:

- Introduction with timeline/history of public health in Kansas and in the United States
 - Definition/Mission of Public Health
 - Core Functions and Essential Duties of Public Health
 - Public Health Competencies and Performance Standards
 - How is Public Health Funded and it's Structure (org charts, private and public sector, who are the partners of public health)
 - Glossary of Public Health Terms
 - Resources (including legislative resources, websites, listing of PH Dept. throughout the state)
 - Acknowledgements will be in the front of the document with a table of contents and a listing of what KDHE does.
-

Next Steps

- Continue with Strategies outlined in grant:
 - ❑ Convene Task Force to choose materials
 - ❑ Convene Task Force to create buy-in
 - ❑ Finalize manual (May to July) with final review to KHF by end of July
 - ❑ Determine distribution methods from September to December and,
 - ❑ Distribute, via web, print, trainings, etc. to local health departments by the year's end
-

Manual has broader intent: Common Language for Public Health

- Problem: Public Health is not seen as very important to the public and politicians
 - Need: to have all who work in Public Health using the same verbal and written communication to improve the problem.
 - How do we do this?
 - Solution: The public health workforce and health advocates use the same language through out the state.
-

Future Projects to Continue Developing a Common Language in Public Health

Intent: Building Public Support for Public Health

Convene top leaders from the appropriate public health organizations to receive buy-in of a common definition of public health and common language for the public health work force (e-mail, Directors meetings, and institutional practices).

Disseminate the common definition/language of public health throughout professional organizations in journals, newsletters and at conferences.

Create a “Public Health Defined – 101” course

Incorporate the Orientation Manual throughout various other organizations (this includes adding the language to the evaluation forms and restating the essential services).

Reach rural public health workers through video conferencing, CDs and web-based training and education.

Explore opportunities for a public health work force recognition program.

Other Suggestions?

- Breakout session

Answer these questions in your group:

1. What are 3 new suggestions for getting Public Health to use the same language that have not been discussed?
 2. What should the specific approach be for each suggestion to develop buy-in from all those in public health?
-

Questions?

■ Contact

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